1. An apparatus for collecting and serving event data from sources independent therefrom, the apparatus comprising:

an event server, controlled by a serving entity to connect to the Internet and programmed to present to a user a comparative listing of events available;

a database comprising a database engine and data store to create and retrieve records uniquely identifying events corresponding thereto and comprising fields storing data reflecting facts relating to the events;

a user interface module programmed to receive inputs from a user selecting criteria to arbitrarily control selection and ordering of events to form the comparative listing;

an advertising module programmed to receive advertising for simultaneous presentation with the comparative listing; and

a bidding module programmed to receive a bid specifying an amount to be paid for presentation of the advertising to Internet users over computers associated therewith and accessing the database within a selected geographical region selected by an advertiser, substantially simultaneously with the comparative listing.


2. The apparatus of claim 1, wherein the bidding module further comprises a geography module to specify a geography arbitrarily selectable by an advertiser to control distribution of the advertising within the geography selected.


3. The apparatus of claim 2, wherein the bidding module further comprises a timing module to specify a time period arbitrarily selectable by an advertiser to control distribution of the advertising within the time period selected.

4. The apparatus of claim 3, wherein the bidding module further comprises a selection module to support selection by the serving entity of criteria arbitrarily selectable for sorting bids received from the bidding module and to select bids corresponding to advertising to be displayed with the comparative listing.

5. The apparatus of claim 4, wherein the bidding module further comprises an amount module to receive specification of a bid amount per click-through to be paid for advertising in a time slot less than a day and a geographical designation less than a state.

6. The apparatus of claim 4, wherein the selection module is programmed to present advertising submitted by an advertiser other than the advertiser corresponding to the bid of highest monetary value.

7. The apparatus of claim 6, wherein the bid module further comprises a placement criteria module to specify placement of the advertising based on at least one criterion corresponding to timing, one criterion corresponding to geography, and at least one criterion corresponding to the content of the comparative listing.

8. The apparatus of claim 1, wherein the bidding module further comprises a timing module to specify a start time and a time period arbitrarily selectable by an advertiser to control distribution of the advertising after the start time and within the time period selected.

9. The apparatus of claim 1, wherein the bidding module further comprises a selection module programmed to support selection by the serving entity of criteria arbitrarily selectable thereby to sort bids received from the bidding module and to programmed to select bids corresponding to advertising to be displayed with the comparative listing.

10. The apparatus of claim 1, wherein the bidding module further comprises an amount module to receive specification of a bid amount per click-through to be paid for advertising to be placed after a time selected by an advertising, during a time period less than a week, and within a geographical region designation corresponding to an economic region less than the boundaries of a state.

11. The apparatus of claim 1, wherein the selection module is programmed to present advertising submitted by an advertiser other than the advertiser corresponding to the bid of highest monetary value.

12. The apparatus of claim 1, wherein the bid module further comprises a placement criteria module to specify placement of the advertising based on at least one criterion corresponding to timing, one criterion corresponding to geography, and at least one criterion corresponding to the content of the comparative listing.

13. An apparatus for collecting, structuring, and presenting event data from sources independent from an event data server, the apparatus comprising:

a computer corresponding to and controlled by a user to connect to an internetwork and programmed to access published web pages;

a memory device corresponding to and controlled by an calendar provider, independent and distinct from a user, to support a database to receive, store, and provide event data corresponding to a plurality of events;

a first processor system corresponding to and controlled by the calendar provider and programmed with a calendar server and a database engine managing the event data to provide the event data and to search, sort, and filter the event data arbitrarily in accordance with control inputs provided by a user;

the server further programmed to provide a user interface comprising navigational software presenting to a user a selection module to arbitrarily select and order, by a user, a set of ordered data from the event data according to criteria selected and arbitrarily ordered by a user;

the server further programmed to provide a presentation to a user comprising both advertising content and the ordered data reflecting the data as selected and ordered by a user;

the first processor system further programmed to automatically receive from an advertising computer corresponding to and controlled by an advertiser, independent from the user and the calendar provider, the advertising content and a bid to pay for display thereof within a time window and geographical area arbitrarily selected by the advertiser;

the first processor system, further programmed to compare the bid to other bids according to comparison criteria selected by the calendar provider; and

the server, further programmed to present to a user, within the time window and geographical area specified by the advertiser, and through the user interface, an advertisement corresponding to the advertising content in conjunction with the ordered data.

14.   The apparatus of claim 13, wherein the first processor system is further programmed with a mining engine to collect the event data from non-cooperating, independent sources, connected to the internetwork.

15.   The apparatus of claim 13 wherein the first processor system is further programmed with a bidding module to receive the bid from the advertising computer and to compare the bid with the other bids from bidding sources independent from the advertiser, the bidding module being programmed to compare based upon comparison criteria arbitrarily selectable by the calendar provider, the comparison criteria comprising a value of a payment per each access to the advertising content affirmatively executed by a user during within the time window and geographical area specified from the advertising computer.

16.   The apparatus of claim 15 wherein the first processor system is further programmed to provide to an advertiser access to a bidding module programmed to present a set of bid criteria selectable and ordered by an advertiser to place the advertising content on a computer of a user during a time window and geographical area substantially arbitrarily specified by the advertiser to the bidding module.
inputting;

17. An article of manufacture comprising a computer readable medium storing executable and operational data structured therein, the data comprising:

an application executable on a processor to create, manage, and present an event calendar and advertising content related thereto to a user;

a database engine to store and retrieve event data corresponding to events and the event calendar presenting selected event data selected by the application;

a database storing the event data and the event calendar;

a mining engine searching online publications, extracting online event data therefrom, and providing the selected event data to the database engine for inclusion in the database;

a harvester module programmed to interface with a harvester to locate, edit, and submit to the database third party event data published independently from the harvester and selected by the harvester;

an advertiser module programmed to interface with an advertiser to receive advertising content and bids for placement thereof in presentations to a user, the advertiser module including a bid module to specify timing and geography for presentation of the advertising content within a resolution selected arbitrarily by an advertiser;

a promoter module programmed to interface with a promoter corresponding to a promoted event to be referenced by the selected event data and effective to manage information submitted to the database reflecting the promoted event;

an alert engine programmed to send to a computer of a user, based upon user criteria corresponding to a user, a notification of an alerting event among the selected events and corresponding to the user criteria;

a consumer module programmed to interface with a user to provide at least a portion of the event calendar, the portion ordered according to sorting criteria and filtering criteria arbitrarily selected by a user to limit the event data presented to a user;

an API module programmed to interface between the application and the promoter and between the application and a distributor, each corresponding to the event data; and

a presentation module programmed to present to a user at least a portion of the event calendar, the advertising content, and control buttons for navigating and editing the portion of the event calendar arbitrarily in accordance with values of selection criteria selected by a user, and further interfacing the application and user to other links related to at least one of the event data and the advertising content.

18. The article of claim 17, wherein the user criteria are selected arbitrarily by a user.

19. The article of claim 17, wherein the user criteria are selected by the application based upon demographic data provided by a user.

20. A method for collecting, calendaring, and presenting event data from independent sources, the method comprising:

providing to an advertiser access to a bidding module programmed to present a set of bid criteria selectable and ordered by an advertiser to place the advertising content on a computer of a user during a time window and geographical area substantially arbitrarily specified by the advertiser to the bidding module;

inputting data corresponding to a plurality of events;

creating by a calendar provider a database containing the data to be searched, sorted, and filtered arbitrarily by a user using a corresponding database engine;

providing a user interface comprising navigational software presenting to a user a selection module to arbitrarily select and order, by a user, a set of ordered data from the data according to criteria selected and arbitrarily ordered by a user;

providing a presentation to a user comprising both advertising content and the ordered data reflecting the data as selected and ordered by a user;

receiving from the advertiser a bid for displaying the advertising content corresponding to an advertisement;

comparing the bid to other bids according to comparison criteria selected by the calendar provider; and

presenting to a user, during the time window, in the geographical area specified by the advertiser, and through the user interface, an advertisement corresponding to the advertising content in conjunction with the ordered data.

21. The method of claim 20, wherein the time window is selected to be arbitrarily sized and located by an advertiser through a bid submitted to a selection module for automatic processing.

22. The method claim 21 wherein the geographic area is selected and defined by an economically significant boundary independent of political boundaries.

23. The method of claim 22, wherein the geographic area is less than a state.

24. The method of claim 23, wherein the geographic area is less than a city.